

Message Text

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SUBJECT: FARNBOROUGH INTERNATIONAL AIR SHOW SEPT. 1976:
INDUSTRY INTEREST POLL

REF: USDOC 16675

1. EMBASSY POLLING OF INDUSTRY INTEREST IN PARTICIPATION U.S. PAVILION FARNBOROUGH '76 SO FAR HAS BROUGHT DISCOURAGING RESULTS.
2. LETTERS AND FOLLOW-UP COMMUNICATIONS WITH 34 EXHIBITORS (SUBSIDIARY SALES OFFICES IN UK OR BRITISH REPS) IN U.S. PAVILION FARNBOROUGH '74 BROUGHT ONLY 3 FIRM EXPRESSIONS OF INTEREST, 14 REFUSALS, 8 WITHHOLDING DECISION PENDING ADVICE FROM PRINCIPALS; 9 HAVE NOT REPLIED.
3. RESULTS FROM POLLING OF ADDITIONAL 58 POTENTIAL EXHIBITORS WAS EVEN LESS ENCOURAGING, WITH NO FIRM EXPRESSIONS OF INTEREST AND HIGHER RATES OF REFUSAL AND NO REPLIES.
4. OF THOSE IN THE TOTAL POLLING WHO DECLINED PARTICIPATION, 11 THOUGHT THE ANTICIPATED \$5,000 FEE WAS TOO HIGH 13 FELT FARNBOROUGH IS NOT (OR IS NO LONGER) A SUITABLE PROMOTION VEHICLE, 3 WILL TAKE ON OWN BOOTH, 4 DISSATISFIED WITH RESULTS PREVIOUS PARTICIPATION U.S. PAVILION, AND 18 DECLINED FOR MISCELLANEOUS OR UNSTATED REASONS.

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5. BEFORE FINAL DECISION FOR OR AGAINST PARTICIPATION FARNBOROUGH '56, WE BELIEVE FURTHER POLLING AND FOLLOW-UP SHOULD BE DONE. FOR EMBASSY TO UNDERTAKE FOLLOW-UP WITH LOCAL TELEPHONE CAMPAIGN AND TO SEEK NEW LEADS AMONG LOCAL AMERICAN SUBSIDIARY OFFICES OR BRITISH REPS WOULD REQUIRE FULL TIME SENIOR STAFF MEMBER FOR AT LEAST TWO WEEKS AND AT COST OF OTHER RESPONSIBILITIES IN OUR HIGH TECHNOLOGY UNIT. (WE WOULD NOT EMPLOY TRADE CENTER PERSONNEL.) WE THEREFORE PROPOSE THAT COMMERCE ALLOCATE \$700 OF \$25,000 ALREADY EARMARKED FOR FARNBOROUGH TO PERMIT EMBASSY CONTRACT HIRING OF RESIDENT AMERICAN.

6. TO PERMIT MOST EFFICIENT SOUNDING OF FIRMS IN U.S., WE PROPOSE THAT COMMERCE TAKE ON THIS TASK, PARTICULARLY WITH NEW-TO-MARKET FIRMS.

7. FAILING SUCH FOLLOW-UP POLLING OR IN EVENT OF CONTINUING DISCOURAGING RESULTS, WE SEE NO CHOICE BUT TO DROP PLANS FOR U.S. PAVILION.

8. WHILE PROPOSED FEE OF \$5,000 FOR PAVILION PARTICIPANTS MAY BE CONSIDERED HIGH BY SOME, WE DOUBT THAT COMPETITIVE BIDDING AND TRIMMING COULD BRING IT BELOW ABOUT \$4,500. SUCH LOWER FEE MIGHT CHANGE MINDS OF SOME POTENTIAL PARTICIPANTS. EVEN ASSUMING EMBASSY WOULD ATTEMPT DISPELSE WITH MAJOR CONTRACTING PACKAGE, SUCH AS PROPOSED BY CLAPP AND POLIAK, OUTSIDE ASSISTANCE CONTRACTS WOULD BE REQUIRED FOR DESIGN, CONSTRUCTION, SOME MARKET PROMOTION, ETC. WE WOULD ALSO HAVE TO DEVOTE RESOURCES OF HIGH TECHNOLOGY UNIT TO AIR SHOW ON INCREASING BAQIS SO THAT BY EARLY 1976 THEY WOULD BE VIRTUALLY FULL TIME, THUS IMPAIRING ATTENTION TO CCP 76 CAMPAIGNS ON ELECTRONIC COMPONENTS, COMPUTERS AND PERIPHERALS, AUTOMATED BUSINESS EQUIPMENT, AND THE LIGHT AVIATION SEMINAR. WE WOULD ALSO WANT TO REQUEST COMMERCE TO CARRY ON AQ NECESSARY FORMAL PROCUREMENT AMONG POTENTIAL OLD AND NEW-TO-MARKET EXHIBITORS IN U.S. TO SUPPLEMENT OUR WORK HERE WITH LOCAL OFFICES. WE WOULD ALSO WANT TO DISCUSS ARRIVAL DATES FOR COMMERCE PERSONNEL AND GO BACK TO THREE PERSONS ORIGINALLY ANTICIPATED FROM

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COMMERCE.

9. WE WOULD APPRECIATE SOONEST RESPONSE TO OUR PROPOSALS PARAS 6 AND 7 ABOVE FOR LOCAL CONTRACT FOR DIRECT TELEPHONE POLLING AND POLLING BY COMMERCE IN U.S.

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